



How to Fight My Cancer?

NOT MEDICAL ADVICE. ALWAYS CONSULT YOUR DOCTOR.



Biomedical
HEALTH CENTER™

Normax®

How to Fight My Cancer?

by Normax Medical and Scientific Advisory Team



One in two people will most probably experience cancer in their lifetime. Many of these people will die of their cancer within some months, or some years. Some will experience remission and survive for many years. Some will ultimately die with their cancer, not of their cancer.

The right choices in management of your disease can make the difference between life and death. Years of sustained remission is your ultimate goal.

As Samuel Johnson once said: "The prospect of hanging in the morning focuses the mind wonderfully".

These top ten principles for your cancer management aim to start to answer the question:

How can I manage my cancer as a survivable disease?

Quick Summary

- 1. IT'S PERSONAL (N=1).** Your cancer cells are a personal disease, unique to you and your body.
- 2. YOUR DOCTOR.** Your first and most vital action is to engage the right doctor for you and your cancer.
- 3. TAKE CHARGE.** It's your life so take charge, with your doctor, of every aspect of your care.
- 4. CANCER GENETICS.** Be sure to have your cancer genetically analyzed for specific mutations to better manage your treatment options with your doctor.
- 5. YOUR DATA IS VITAL.** Simple trial and error is the wrong approach. Mistakes, poor timing, or wrong treatments can be deadly.
- 6. REMAIN VIGILANT.** If you are lucky enough to be able to drive your cancer into remission, you must remain vigilant against secondary cancers. Simply hoping your cancer will not return is certainly not a robust strategy for survival.
- 7. ACT FAST.** If your cancer returns you must act fast to control or destroy your surviving cancer cells.
- 8. ROUTINELY KILL OR SUPPRESS ALL YOUR CANCER CELLS.** Your cancer cells and your tumours are most probably a diverse population of genetically different cells. To survive, you must routinely kill or suppress every last cancer cell.
- 9. KEEP FIGHTING.** Depressing survival statistics can be discouraging. Where there is life, there is hope - keep on fighting!
- 10. EARLY DETECTION AND SUSTAINED IMMUNOTHERAPIES.** The best way to manage and potentially cure your cancer is to detect and treat your cancer as early as possible and to support your immune system to help keep your cancer at bay.



1. IT'S PERSONAL (N=1)

Your cancer cells are a personal disease, unique to you and your body.

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The optimal way to treat your cancer is what you must discover, maintain and adapt to.

Your cancer cells are your very own cells which have gone terribly wrong- they have mutated to become uncontrollable by your immune system.

Intervention with personalised treatments and sustained management will be required for your own survival.

Cancers are thousands of molecularly distinct diseases. Hundreds of therapies are available to treat various types of cancers.

Your optimal and best treatment probably involves a personalised combination of surgery, radiation therapy and targeted chemotherapies in combination with immunotherapies, all delivered at the right time and in the right sequence.

There are far more potential treatment regimens for your cancer - all of them may be rational or logical - than can be tested in thousands of ongoing clinical trials, let alone your own cancer.

You have become your own clinical trial wherein "N" the number of clinical trial patients equals one, which is you: N=1



2. YOUR DOCTOR

Your first and most vital action is to engage the right doctor for you and your cancer.

Choosing the most experienced and dedicated doctors could result in years of better survival.

Major academic cancer centers statistically deliver the best outcomes for cancer patients.

This makes sense because a doctor who specialises in a particular cancer is more able to stay up to date with the latest and most innovative treatment protocols and can also increase potential access to personalised clinical trials that may be right for you.



3. TAKE CHARGE

It's your life so take charge, with your doctor, of every aspect of your care.

Statistically, cancer patients who take charge of their care experience better outcomes.

This is perfectly logical.

It's your life, so take charge.

Study. Learn.

Actively manage your treatment options, in close cooperation with your doctor.

New innovations and treatments are continuously evolving as the fight against cancer continues worldwide.

4. CANCER GENETICS

Be sure to have your cancer genetically analyzed for specific mutations to better manage your treatment options with your doctor.

A small minority of patients actually get their tumour cells genetically tested.

You should demand to genetically sequence your cancer cells with a high quality laboratory service.

When you and your doctor know the molecular drivers of your cancer you can more precisely target them using a cocktail of drugs that attack specific types of cancer cells- at the right time.

A targeted personalised therapeutic regimen can deliver better results for you, with fewer potential side effects than standard and traditional one-size-fits-all chemotherapies of the past.



5. YOUR DATA IS VITAL

Simple trial and error is the wrong approach. Mistakes, poor timing, or wrong treatments can be deadly.

While there may probably be hundreds of treatment options and timing variables, logically you can only try a small amount of these treatment options over the course of your disease.

You've got to take your best shot at the very right times.

Your care team should test potential therapies for efficacy in a lab, or virtually in a computer, before trying them on you.

Applying a potential therapy to your own tumour biopsy tissue can determine if the potential treatment will be effective.

Virtual testing with computer modelling is an emerging option for some cancer centres.

Be prepared to change your therapy choices, if necessary, with your doctor.



6. REMAIN VIGILANT

If you are lucky enough to be able to drive your cancer into remission, you must remain vigilant against secondary cancers. Simply hoping your cancer will not return is certainly not a robust strategy for survival.

Regular PET/CT scans and blood tests are essential to detect and respond immediately to a recurrence of your cancer.

Very sensitive blood tests can now potentially detect minimal residual cancer cells with 10 or 100 times higher sensitivity than can be detected with standard PET/CT scans.

Follow-up with personalised immunotherapy can potentially destroy remaining lethal cancer cells, and increase probability of long-term remission.



7. ACT FAST

If your cancer returns you must act fast to control or destroy your surviving cancer cells.

To keep your cancer in remission, each and every cancer cell in your body must be either destroyed, or suppressed from propagating further.

Secondary returning cancers can often be more deadly than primary cancers.

The cells that survived the first rounds of treatment have most likely evolved to survive those treatments, so the former treatments are unlikely to be successful again.

Targeted surgery can be an important option, even for metastatic cancers.

Surgery can control isolated metastases and reset your biological circumstances to give your personalised systemic and immunotherapies therapies a better chance to succeed.

New neutron therapy tools, and radiation therapy tools, can also be an important option to destroy cancer cells on a highly targeted basis in sync with total-body PET/CT data scanning technology.



8. ROUTINELY KILL OR SUPPRESS ALL YOUR CANCER CELLS

Your cancer cells and your tumours are most probably a diverse population of genetically different cells. To survive, you must routinely kill or suppress every last cancer cell with surgery, and/or chemotherapy, and/or radiation therapy and/or immunotherapy.

Your cancer cells typically will have different rates of replication with varying evolutionary fitness and sensitivity to chemotherapy.

Your cancer cells can number in the billions and are most probably a complex evolutionary ecosystem of sub-populations of your own cancer cells, all competing within your body for survival, with distinct molecular pathways and mechanisms of survival and replication - evolving and adapting continuously.

It's important to verify and analyse the dynamics of your cancer before you choose a therapeutic regimen. Which therapies you deploy, in what order, at what dosing, and with what timing can determine the success of your sustained and long-term battle against your cancer.

Destroying easily killed cancer cells which can compete with and suppress other lethal cancer cells is a major pitfall to be avoided.

Promoting the evolutionary fitness of your cancer cells can be a deadly potential outcome with secondary resurgence of cancer months or even years later.



9. KEEP FIGHTING!

Depressing survival statistics can be discouraging. Where there is life, there is hope - keep on fighting!

Statistically over 50% of patients exceed the median survival rate and some patients do actually ultimately die with their cancer, not from it.

Sustained and vigilant management of your cancer is vital for your own survival.

Surviving long enough for continuously new and emerging technologies and treatments could change your fight, in your favour.

10. EARLY DETECTION AND SUSTAINED IMMUNOTHERAPIES

The best way to manage and potentially cure your cancer is to detect and treat your cancer as early as possible and to support your immune system to help keep your cancer at bay.

A new generation of molecular screening tests are emerging to make earlier detection possible with blood tests.

A regularly scheduled total-body PET scan can provide important data to you and your doctor to detect and manage emerging or returning cancer cells.

Consider an annual total-body PET/CT scan by ECAM at one of our ECAM Centers.

Regular molecular imaging and computer-aided data analysis of the status of the cells in your body can help you and your doctor be on the early alert for primary and secondary cancers.

Learn more in 5 minutes...

[ECAM Center for Essential Cancer Advanced Monitoring - 2:30](#)

[MCV Center for My Cancer Vaccine - 2:30](#)